



DEVELOPMENT SERVICES

CITY OF FRISCO

GEORGE A. PUREFOY MUNICIPAL CENTER
6101 FRISCO SQUARE BLVD · 3RD FLOOR
FRISCO, TEXAS 75034
TEL 972.292.5300 · FAX 972.292.5388
WWW.FRISCOTEXAS.GOV

To: Honorable Mayor and City Council Members

From: Greg Carr, Code Enforcement & Animal Control Administrator

XC: George Purefoy, City Manager
John Lettelleir, AICP, Director of Development Services

Date: December 21, 2010

Subject: Consider and act upon the adoption of an ordinance amending Chapter 70 (Sign Regulations) of the Frisco Code of Ordinances. (Development Services)

Action Requested:

Consider and act upon the adoption of an ordinance amending Chapter 70 (Sign Regulations) of the Frisco Code of Ordinances.

Background Information:

The Development Services Department reviews ordinances as a part of an ongoing effort to ensure that they are up to date and meet the needs of our residential and business communities. The Sign Ordinance was reviewed as part of that process.

On December 7th the City Council deferred action on this item for these reasons:

1. More time to review the changes
2. Allow staff to meet with the Chamber again and to receive their input on the final draft. Staff met with Tony Felker, Chamber President to review the final draft; the meeting was very positive. Mr. Felker stated he would send e-mails to the Council regarding this meeting.

The major changes to the ordinance are in the form of reformatting to make it easier to locate requirements. Changes other than formatting are listed in "marked up copy of Exhibit A".

Board Review/Citizen Input:

Numerous public meetings were held. Staff met with residents, HOA's, sign companies, realtors, businesses and the Chamber of Commerce throughout the process.

Alternatives:

The City Council could consider the following alternatives:

- Approve as submitted;
- Approve with conditions;
- Table for further consideration; or
- Deny.

Financial Considerations:

None

Legal Review:

City Attorney's office has approved the ordinance to form.

Supporting Documents:

- Proposed Ordinance
- Exhibit A
- Marked up copy of Exhibit A showing changes

Staff Recommendation:

Staff recommends approval.